

Driveroo

A. Executive Summary

This project proposes the development of a mobile application that will allow users to locate driving instructors in their current area and book lessons after a consultation with the same instructor if they are happy after the consultation. The app aims to simplify the process of finding a driving instructor and booking lessons while also providing a personalized experience through planning and interaction between the user and instructor.

B. Business Objectives

1. Business Need/Opportunity/Objectives

There is a growing need for a more efficient and streamlined process for booking driving lessons, especially in areas with a high demand for driving instructors. This app aims to address this need by providing users with a quick and easy way to locate and book driving instructors in their area.

2. Product Description (Solution)

The suggested app solution addresses the business goal of meeting the rising need for a more effective and simplified method for booking driving lessons in places where driving instructors are in high demand. The app streamlines the booking process and makes it more accessible and handy for customers by providing them with a quick and easy method to identify and hire driving instructors in their region.

The proposed solution is a mobile application that allows users to:

- Search for driving instructors in their present location
- View driving instructor profiles and ratings.
- Make arrangements for driving lessons with their desired teacher.
- Before booking courses, schedule a consultation with the teacher.
- Pay for classes via the app.

The benefits of this app include:

- Streamlined and simplified procedure for scheduling driving lessons
- Improved accessibility and exposure for driving instructors
- enhanced ease and user experience
- Experience that is tailored to each individual through consultation with the instructor

The project will be deemed successful if it achieves the following criteria:

- Within the first six months of its release, at least 100 driving instructors have registered on the app, and at least 70% of customers find their consultation with their teacher to be adequate or better.
- On app stores, the app receives an average rating of 3 stars or higher.

3. **Deliverables**

Deliverables for this project include:

- A functional application for iOS and Android devices
- A database of registered driving instructors and their profiles
- Integration with payment gateways for seamless payment processing
- A user-friendly interface for easy navigation and booking of lessons

The following items will not be included in the project:

- Recruitment or training of driving instructors
- Marketing and advertising efforts beyond the launch of the app

C. Project Description

1. Scope

This project entails creating a mobile application that will enable users to look for driving instructors nearby and schedule lessons. Users will be able to build profiles, search for driving instructors based on geography and reviews, and book consultations with their preferred instructors using the app's user-friendly interface. If the consumer is satisfied with the teacher after the consultation, they may proceed to book sessions using the app.

The following functionalities are included in the project:

- User registration and login
- Search functionality to find driving instructors based on location and ratings
- Booking system to schedule consultations and lessons
- Integration with payment gateways for secure and convenient payments
- Ratings and feedback system for both users and driving instructors
- In-app messaging system to facilitate communication between users and instructors
- Push notifications to keep users updated on their scheduled lessons

The project does not include:

- The development of a website or a desktop application
- Any physical driving instruction.
- The app will only facilitate the booking of driving lessons with licensed driving instructors.

2. Completion Criteria

The completion criteria for this app project include the following deliverables and characteristics:

- A user-friendly mobile app that allows users to easily search for and book driving instructors in their area.
- An instructor portal that allows driving schools and instructors to manage their schedules, availability, and bookings.
- Integration with a payment gateway to enable users to pay for driving lessons directly through the app.
- A booking confirmation system that provides users with the date, time, and location of their driving lesson, as well as the name of their assigned instructor.
- A rating and review system that allows users to provide feedback on their driving lesson experience and rate their instructor.
- Comprehensive documentation and user guides for both users and instructors to ensure smooth onboarding and adoption of the app.

The successful completion of each of these deliverables will constitute successful phase completion. Additionally, successful phase completion will be characterized by the app meeting the following criteria:

- High user engagement and satisfaction levels, as measured by user feedback and app usage analytics.
- Increased efficiency and streamlined operations for driving schools and instructors, as demonstrated by reduced administrative workload and increased client bookings.
- Positive impact on the driving instruction industry, as evidenced by increased accessibility and convenience for learners, and improved performance metrics for driving schools and instructors.

3. Measures of Project Success

The project's success will be determined by:

- The app's number of downloads and active users
- App store ratings and reviews by users
- User and registered driving instructor feedback

D. Project Approval Form

I, Hao Lac, have reviewed the information contained in this document and approve the project proposal.

Signature

Date